



Website Relaunch



ADRIAN AWARD SUBMISSION 2020
Digital Single Item - Web Site



Setting *the scene*

Hawks Cay is a Keys resort that attracts families, avid fishermen, groups and wedding parties.

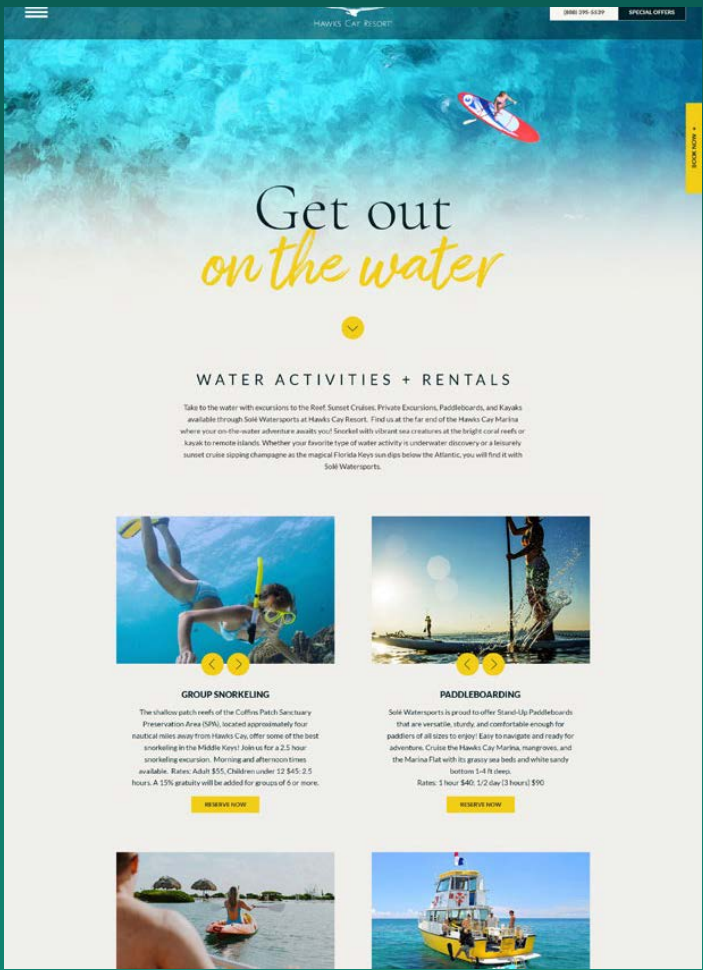
The property is a leader amongst its competitive set but in 2017, Hurricane Irma evened the playing field in an unexpected way.

Post-Irma, most Keys resorts needed massive repairs. When they re-opened, all properties touted beautiful renovations. It was as if a wave of new properties hit the market at once.

Most resorts had new websites with ocean-inspired color palettes and an emphasis on renovated interiors. Hawks' conversions began declining as consumers compared options based on interior imagery and new websites.

Marketing goals

The goal of the web redesign was to differentiate Hawks based on the breadth of activities available on-property, something other resorts couldn’t claim. To accomplish this, the designer went bold. April 29, HawksCay.com launched featuring rich colors evocative of diving deeper into the ocean accompanied by a new tagline that invites guests to “Find What Lures You.”



Marketing *goals*

Vivid experiential imagery and short, evocative videos woven throughout the site immerse visitors in watersports, dolphin encounters, fishing, dining and family activities. A dynamic custom gallery allows filtering based on interests.

The comprehensive content gives travelers everything they need to plan their visit. Anglers can book charters at the Keys largest marina and learn about fish species found nearby. To expand the quality content, owned assets were combined with assets available via partnerships with major brands like Yeti, Vineyard Vines, LIVE Watersports and the two national tv shows filmed on property, *Saltwater Experience* and *Into the Blue*.

Layered transitions and unexpected swipe, text and content loading motions add interactive elements and visual texture to engage users in further exploration.

Most importantly, the site content is highly optimized for organic search performance capturing travelers searching at the point of interest, well before they are searching simply for a room.

[Click to view the Hawks Cay Experience](#)



INCREDIBLE RESULTS

YOY results 6 months post launch (May-Oct), which included a global travel shutdown and an unprecedented decrease in online travel-related search.

21% INCREASE in online revenue YOY,
an increase of **\$2,147,044**

Site launched
April 29, 2020



This would be exceptional at any time, but is beyond belief in that the increase **occurred over 6 months from May to Oct at a time when paid media budgets were decreased by 57%** and the resort was restricted by state and local policy and travel restrictions and quarantines affected out of state markets. Prior to the Covid travel shutdowns, **over half of website traffic came from outside the state of Florida.**

Given the timing and the decrease in searches for hotel rooms and Florida vacations, the goal of focusing on Hawks Cay's primary point of differentiation – the vast number of on-property experiences – paid off beyond what anyone could have dreamed of by allowing the resort to organically reach people searching for things to do, rather than vacation-specific terms. The revenue increase is directly attributable to organic search performance, with the experience content driving that increase.

INCREDIBLE RESULTS

YOY increases in site entrances through experience content:

↑ 40%
WATERSPORTS

↑ 45%
FISHING

↑ 48%
KIDS AND TEENS

↑ 82%
MARINA

↑ 595%
TIKI BAR
(sign of the times)

↑ 2,326%
LOBSTER SEASON
Lobster Season increased from
501 page entrances in 2019,
to 12,154 – an increase of 2,326%



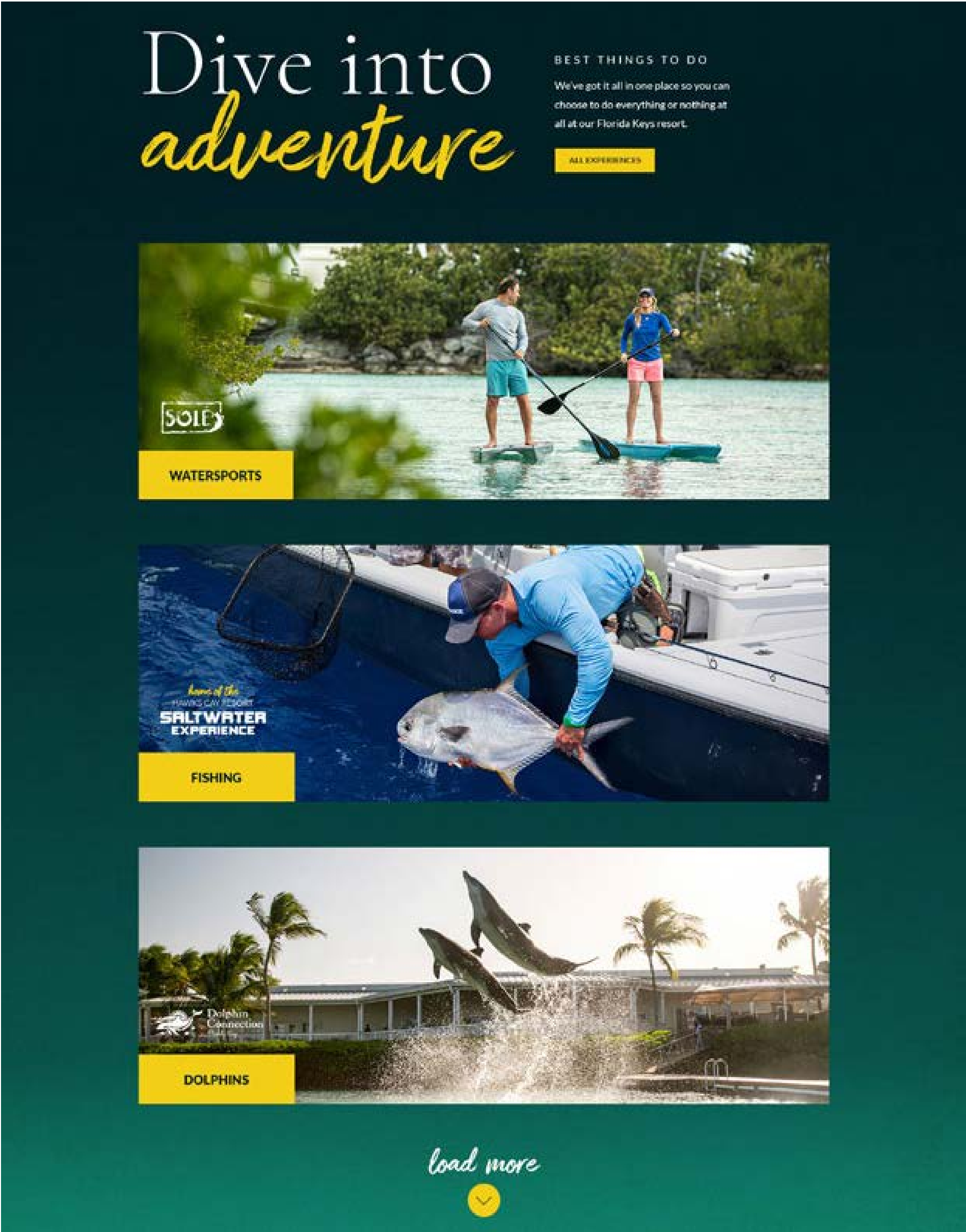
Blogs increased from 10,003 views to 47,509 pageviews YOY and are driving revenue for the first time.

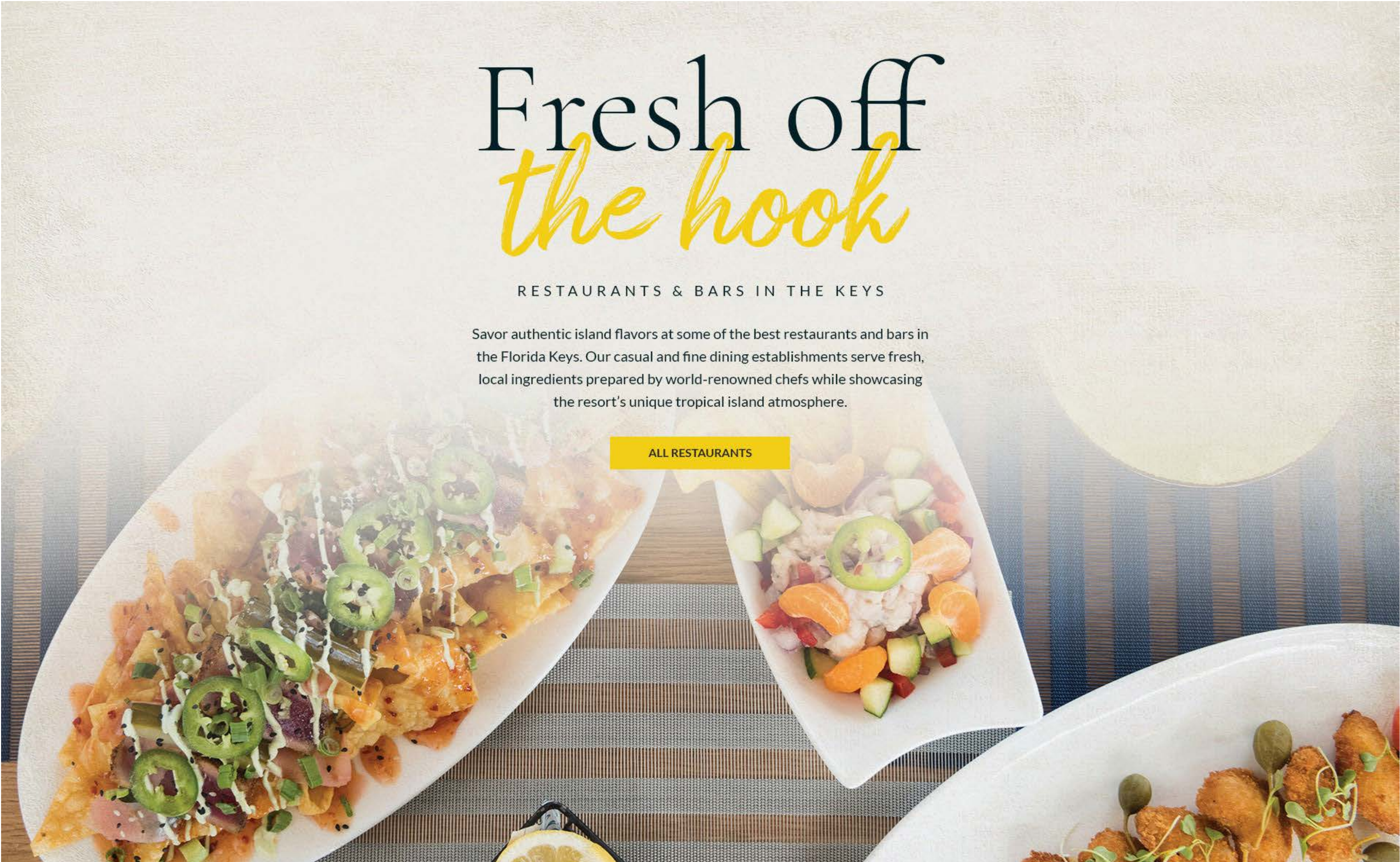


Exceeding *expectations*


The site was built for a fixed rate investment of \$80,000. The results obviously far exceeded any expectations we would have had in a typical year. Taking into account that the first six months were entirely within the Covid pandemic makes the results nothing short of extraordinary! An online revenue increase of a few percentage points is considered a success. A **21% online revenue increase** which coincided with the COVID pandemic and all other marketing efforts reduced to half-budget, far exceeded any expectations.

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(888) 395-5539

SPECIAL OFFERS



Drop
your anchor

BOOK NOW +

RESORT ROOMS & SUITES

Hawks Cay guest rooms provide a laid-back tropical setting where you can relax, sip a cool drink, and bury your worries in the sand. Each of our 177 Florida Keys hotel rooms and suites are carefully crafted in Caribbean island decor; furnished with upscale amenities; and set amongst a vivid backdrop of swaying palm trees, historic bridges, and bright blue and green Caribbean waters. All units offer welcomed privacy yet are only steps from the Atlantic Ocean, gourmet dining, swimming pools and Hawks Cay's popular Dolphin Connection.

Hawks Cay Rooms feature 376 square feet of elegant interior space, upscale amenities, private furnished balconies, and views of Hawks Cay Resort's grounds. Choose from either a single king or two queen beds. Please note that our rooms and suites are ADA compliant under the Department of Justice ADA Title III Regulation 28 CFR Part 36, 1991. ADA rooms are available. For information about accessibility, please click on each room. We also invite you to view our [Accessibility Statement](#). Roll-in showers available for guests with limited mobility.



360° VIEW

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HAWKS CAY GUESTROOM - 1 KING

Hawks Cay Rooms feature 376 square feet of elegant interior space, upscale amenities, private furnished balconies, and views of Hawks Cay Resort's grounds. King bed sleeps 2 comfortably. Entrance door width is 36". Bathroom door width is 36". Roll-in showers available for guests with limited mobility. Accessible room available for booking below.

RESERVE NOW

ACCESSIBLE ROOM



360° VIEW

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HAWKS CAY GUESTROOM - 2 QUEENS

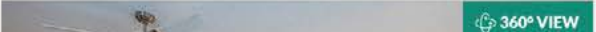
Hawks Cay Rooms feature 376 square feet of elegant interior space, upscale amenities, private furnished balconies, and views of Hawks Cay Resort's grounds. Two queen beds sleep 4 comfortably. Entrance door width is 36". Bathroom door width is 36". Roll-in showers available for guests with limited mobility. Accessible room available for booking below.

RESERVE NOW

ACCESSIBLE ROOM



360° VIEW



360° VIEW


Sweat in the air
sand in the hair

FLORIDA KEYS FITNESS CENTER

With complimentary access to our spacious and modern Florida Keys fitness center, Hawks Cay makes it easy to incorporate your workout schedule into your vacation. Hawks Cay's fitness center, a part of Hawks Cay's award-winning Florida spa, features top-of-the-line Life Fitness brand cardio and exercise machines, as well as strength training and flexibility equipment for guests 16 and older. Ages 12 - 16 must be accompanied by an adult, no children under 12 on any machines.

COMPLETE LIST OF FITNESS EQUIPMENT

Strength Training Machines Chest Press Seated Leg Press Leg Extension Shoulder Press Adjustable Cable Smith Machine (2)	Cardio Equipment Upright Bike (2) Recumbent Bike (1) Elliptical (2) Treadmill (4)	Additional Equipment 2 Racks of Free Weights Exercise Balls Yoga Mats Fitness Studio available for floor work
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OUR MENU

Massages

Signature Services

Facials

Body Bar

Salon Services

Spa Enrichment's

Spa Policies

MASSAGES

CALM WATERS CUSTOM MASSAGE

\$160/\$225 - 50/80 minutes

A specialized blend of Swedish and deep tissue therapeutic techniques with hot stones and your choice of aromatherapy.

DEEP OCEAN

\$155/\$220 - 50/80 minutes

This mid to deep pressure massage will soothe sore, achy muscles and relieve tension in your problem areas.

NAUTICAL COMPASS

\$145/\$200 - 50/80 minutes

Tension is released with special massage techniques, focusing on pressure points in the hands, feet, scalp, face and neck. (80 minutes includes back massage).

BAREFOOTIN'

\$80/\$140 - 25/50 minutes

Let your feet wander off into paradise with this relaxing foot massage. Pure Fiji cream scrub is used in the 50+ minute service to exfoliate the feet.

TROPICAL BREEZE

\$145/\$200 - 50/80 minutes

This classic full-body massage, using low to mid pressure, will increase circulation, calm your mind and bring you to a state of complete relaxation.

HIMALAYAN SALT STONE

\$155/\$220 - 50/80 minutes

In this heavenly experience, a healing touch is blended with the beneficial properties of smooth, warmed Himalayan salt stones. Your tension and stress will become a distant memory.

MARATHON MAMA

\$155 - 50 minutes

For Mothers-To-Be in their second and third trimesters. This prenatal treatment will relieve back tension, reduce stress on weight bearing joints, increase circulation and reduce swelling.

TOO MUCH SUN!!!

\$80 - 25 minutes

Let this skin rescue treatment cool, calm and relieve your sensitive skin. The rescue gel, made of cold pressed dilo nuts, virgin coconut oil and passionflower extract, is applied with chilled sea stones and will deliver a bounty of nutrients.



HAWKS CAY RESORT®

Thank You